

**Letter to the
Editor Ghost
Written for Client
La Jolla Kayak
2008**

Editor, San Diego Union Tribune:

We were the first shop to open a kayak rental/tour business at La Jolla Shores in 1994. The safety of our customers and concerns of our neighbors has always been one of our most important considerations. Our staff undergoes comprehensive training before conducting tours and all of our rental customers are thoroughly briefed on safety before leaving our store. Because of our rigorous procedures we have not had a major accident in nearly 15 years of business as a kayak outfitter. We understand and share the City of San Diego's concerns about safety at the La Jolla Shores boat launch and are looking forward to working with them to put reasonable restrictions in place. We are also concerned, however, with excessive regulations that threaten the solvency of our company. San Diego's beaches are a popular recreational asset for visitors and locals alike. And beach concessionaires are an important part of the local economy. If people are unable to access services like kayak tours and rentals because of arbitrary limitations imposed by the city, they will go elsewhere. All of the businesses in La Jolla Shores will suffer. We agree that overcrowding has become an issue at the La Jolla Shores boat launch. That is why we are committed to working with the City to establish procedures that insure public safety, provide visitors to La Jolla Shores with an enjoyable experience, respect the rights of our neighbors and protect responsible kayak operators and small business owners.

Michael & Sharon Luscomb
Owners, La Jolla Kayak